



FRIGERIO VIAGGI®

FRIGERIO VIAGGI TO BIT 2022 TOGETHER WITH THE LOMBARDY REGION FOR INCOMING

Milan, 11 April 2022 – The Frigerio Viaggi Group participates in **BIT International Tourism Exchange**, the historic B2C and B2B fair in Milan, from 10 to 12 April, inside the Lombardy Region stand, Hall 3 - Stand C17 C25 G16 G24. A perfect opportunity to present the **latest innovations** in the sector **Incoming**.

After the inevitable interruption caused by Covid-19, with the easing of restrictions and the progressive return to normality, foreign tourists are starting to return to Italy and Frigerio Viaggi has renewed its Incoming programming.

The biggest news concerns the **Royal Palace of Monza**, a pearl of rare beauty for the valorization of the Lombardy territory: Frigerio Viaggi offers self-drive access to the guided tour of the Royal Palace and organized packages that also include the tour of the historic center of the city, with the possibility of combining transport by train or bus. The **experiences in the city of Milan** were reconfirmed: first and foremost the Cenacolo Vinciano, an attraction that has always had a great impact on the foreign target, without forgetting the visits to the Duomo, the Sforzesco Castle, the Teatro alla Scala and the Wine Experience in the city. An absolute novelty is the visit to the Galleria Vittorio Emanuele II, the "Living Room of the Milanese". As regards **Lake Como**, the offer is differentiated into self-guided tours (Villa Carlotta & Bellagio; Como Lake Boat Tour) and guided tours (Castello Baradello, Como Food Tour and Central Lake Tour). Two inclusive bus travel packages from Milan to discover Como, Bellagio and Lugano are also available.

Also available are programs for Italian cities of art and the always fruitful collaboration with **Bernina Express**, the Bernina Red Train, a breathtaking itinerary recognized as a UNESCO World Heritage Site for its extraordinary beauty. Finally, for all **shopping** addicts, Frigerio Viaggi offers a daily connection on board the Shopping Express bus from Milan to Fidenza Village, to enjoy an extraordinary outdoor experience with discounts of up to -70%. And, for those who don't want to leave the city, the connection to Scalo Milano Outlet & More is also available, just 15 minutes from the centre.

Finally, **the flagship** of Incoming by Frigerio Viaggi is the unique and original digital format of **OpenCITY**: the first true example of digital tourism, an app developed to visit and discover territories even by playing, whose pilot project is represented right from **Milan**. Its format, totally innovative and unique in the world, was created to accompany the traveler on a live exploration of the places described, through **an immersive experience**. The OpenCITY format has been noticed and rewarded in various tenders, on customizations that have taken place for various thematic areas and territories such as the European INTERREG ASTRONETILO tender, which deals with astronomy and its observatories and the recent INNOVATURISMO tender by Unioncamere, which sees the music of the Risorgimento as the main theme.

FRIGERIO VIAGGI - The Frigerio Group today brings together over 50 travel agencies and travel planners throughout Italy and offers guarantees of seriousness and reliability. Individual and group travel, Holidays, Incoming, Business and Corporate Travel, Meetings, Incentives, Congresses and Events without forgetting Communication and Marketing: these are the areas of excellence in which today the company stands out for giving each of its individual customers, in addition to the care and attention that are part of its tradition, a unique and unrepeatable solution every time.

For more information:

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